



**DEPARTMENT OF THE ARMY**  
**OFFICE OF THE CHIEF OF PUBLIC AFFAIRS**  
**ONLINE AND SOCIAL MEDIA DIVISION**  
**1500 ARMY PENTAGON**  
**WASHINGTON DC 20301-1500**

4 December 2012

**SUBJECT:** Standardizing official U.S. Army external official presences (social media)

**1. References:**

- a. Secretary of the Army Memorandum – Delegation of Authority – Approval of External Official Presences, 21 Oct. 2010
- b. Directive Type Memorandum DTM 09-026, Responsible and Effective Use of Internet Based Capabilities, 9 May 2012
- c. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 2010
- d. ALARACT 421/2011, Army Operations Security Training for External Official Presence Site Operators, Nov 2011

2. The purpose of this memorandum is to standardize Army-wide External Official Presences (EOPs) (aka social media sites).

3. IAW Delegation of Authority memorandum (referenced above) commands are authorized to establish EOPs.

4. U.S. Army Family Readiness Groups may establish an official presence with the approval of their command. It is possible the unit's official page also serves the dual purpose as a platform for its Family Readiness Group to disseminate information, however, if the command elects to have separate pages they must adhere to the same standards.

5. All U.S. Army EOPs, to include pages on Facebook, Twitter, Flickr, YouTube, Google+, blogs and any other platform must adhere to the following standards:

- a. Whenever the option is available, EOPs should be categorized as a government page.
- b. Installation Facebook pages should be named U.S. Army XXX (e.g. U.S. Army Fort Riley). For other pages, include the Commander-approved names and logos (e.g. 1<sup>st</sup> Brigade, 25<sup>th</sup> Infantry Division [Family Readiness]), not nickname nor mascot (e.g. "Dragons").
- c. Branding (official name and logos) across all social media platforms (i.e. Facebook, Twitter, Google+) should be uniform. If needed, use <http://www.army.mil/create/> to download the Army's social media branding toolkit.
- d. Include a statement acknowledging this is the "official [Facebook, Twitter, Google+, etc.] page of [enter your unit or organizations name here] [Family Readiness]"
- e. Include contact information (AKO email address).
- f. Facebook pages must include "Posting Guidelines" under "General Information." Use the U.S. Army's Facebook rules of engagement (<http://www.facebook.com/USarmy/info>) as a reference and/or visit the Department of Defense Social Media user agreement at: <http://www.defense.gov/socialmedia/user-agreement.aspx>.
- g. Be recent and up-to-date. Updates must not be older than one month.

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15 August 2011

- h. Ensure Operations Security Training is completed on an annual basis. The Information Assurance Training Center offers the Social Media and Operations Security Training Course: <https://ia.signal.army.mil/sms.asp>. EOP operators must also take the Defense Information Systems Agency's social networking class: [http://iase.disa.mil/eta/sns\\_v1/sn/launchPage.htm](http://iase.disa.mil/eta/sns_v1/sn/launchPage.htm).
  - i. FRsAs/FRG leaders should provide all page administrators and FRG members with the U.S. Army Social Media OPSEC presentation and the FBI Briefing on Identity Theft located on the U.S. Army's slideshare site at [www.slideshare.net/usarmysocialmedia](http://www.slideshare.net/usarmysocialmedia).
  - j. Page administrators are solely responsible for ensuring that the content posted on EOPs adheres to Operations Security guidelines. Admins are responsible for documenting and removing any OPSEC violations prior to bringing them to the attention of their local OPSEC Officer or the U.S. Army's OPSEC Program Manager.
  - k. EOPs should not be used as a place for personal advertisements nor endorsements.
  - l. All pages must be registered through the U.S. Army at [www.army.mil/socialmedia](http://www.army.mil/socialmedia). Prior to submitting a link for inclusion on the registry, users must confirm that social media pages adhere to the submission guidelines listed at: [http://usarmy.vo.llnwd.net/e2/rv5\\_downloads/socialmedia/Registration\\_Checklist.pdf](http://usarmy.vo.llnwd.net/e2/rv5_downloads/socialmedia/Registration_Checklist.pdf).
6. The Office of the Chief of Public Affairs has the right to deny any page during the approval process if one or more of these guidelines are not followed.
7. For step-by-step instructions on how to set up pages, visit: <http://www.howto.gov/social-media>. Further information, instruction, techniques, etc. can be accessed at [www.slideshare.net/usarmysocialmedia](http://www.slideshare.net/usarmysocialmedia)
8. To receive lessons, TTPs, etc. on how to manage social media pages, send an email to the email address listed below.
9. Use the platforms' help option to resolve questions, such as: <http://www.facebook.com/help/>, <http://support.twitter.com/>, <http://www.flickr.com/help/>, <http://vimeo.com/help/basics> and <http://www.google.com/support/youtube/>. If questions are not resolved there, direct all questions and concerns to [ocpa.osmd@us.army.mil](mailto:ocpa.osmd@us.army.mil).
10. POC for this memorandum can be reached at [ocpa.osmd@us.army.mil](mailto:ocpa.osmd@us.army.mil)

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